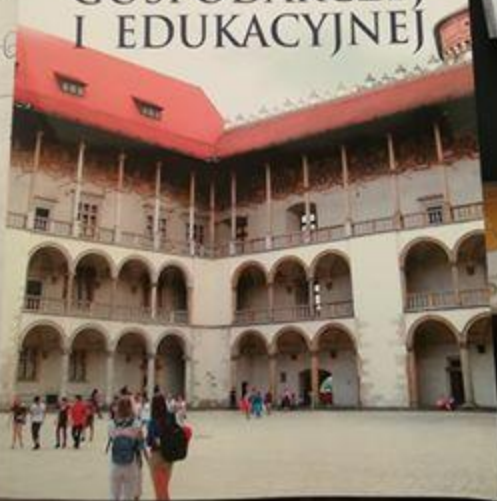


TURYSTYKA JAKO SFERA AKTYWNOŚCI GOSPODARCZEJ I EDUKACYJNEJ



TOURISM AS A SPHERE OF ECONOMIC AND EDUCATIONAL ACTIVITY

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OLENA AKILINA, VALERY PAVLIUK, IRYNA MELNYK

TOURISM AS A FACTOR OF REGIONAL DEVELOPMENT OF THE TERRITORIES AND COMMUNITIES ALONG THE UKRAINIAN-POLISH BORDER

Abstract

Cross-border cooperation between Poland and Ukraine contributes to the development of these areas. Tourism is starting to play an increasingly important role.

Keywords: tourism, cross-border cooperation, regional development

Introduction

The modern world is developing on the principles of introduction of new technologies, urbanization and relocation of labor resources, increasing the share of public funds available on competitive terms, increasing competition between regions and communities for resources. Hence, communities that will be able to use the new management tools will be more likely to succeed. Communication with other communities (regions) and joint solutions to major problems, including the development of cross-border cooperation, will be at the forefront. This will reduce expenses within communities by sharing costs among the participants in solving a particular problem. One such tool could be the use of Smart specialization, the result of which would be to increase the innovation and investment

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TOURISM AS A FACTOR OF REGIONAL DEVELOPMENT OF THE TERRITORIES AND COMMUNITIES ALONG THE UKRAINIAN- POLISH BORDER

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Introduction. The modern world is developing on the principles of introduction of new technologies, urbanization and relocation of labor resources, increasing the share of public funds available on competitive terms, increasing competition between regions and communities for resources. Hence, communities that will be able to use the new management tools will be more likely to succeed. Communication with other communities (regions) and joint solutions to major problems, including the development of cross-border cooperation, will be at the forefront. This will reduce expenses within communities by sharing costs among the participants in solving a particular problem. One such tool could be the use of Smart specialization, the main result of which would be to increase the innovation and investment attractiveness of the respective areas, which would enable them to be converted into economic and social benefits for the inhabitants of the region.

Analysis of recent research and publications. The subject of the research of cross-border cooperation, intensification of cross-border contacts, development of tourism as an integral component of cross-border cooperation has already been

highlighted by both foreign– D. Buhalis, G. Candela, Helen K. Cosburn (2009), A. Dylewski (2007), U. Gretzel, M. Hampton, K Hartman, D. Ioannides, J. Kresy Kolbuszewski (1996), S. Koper (2015), A. Lopez de Avila, Mika M. (2007), E. Prokkola, L. Ruhanen, D. Timothy, and Ukrainian scientists. More specifically, a lot of attention has been paid to this subject by V. Almashiy, I. Artyomov, O. Bordun (2018), V. Gerasimenko, Y. Zinko, V. Kozovy, M. Malska (2018), V. Malimon (2012), Y. Migushchenko, N. Mikula, H. Pritula, M. Rutinsky, N. Chornenka (2013), F. Shandor, etc.

The problem of innovative development is widely considered within the technical and social sciences, but even with a large number of authors studying this matter, it will always remain relevant. Innovative technologies in tourism do not “stand still”. This industry is characterized by a dynamic pace of development, the introduction of new technologies and standards that should always be addressed.

According to the "Europe 2020 Development Strategy: A Strategy for Smart, Sustainable and Inclusive Development"(European Commission, 2010), tourism is not singled out as a concentration of resources, but the Strategy encourages the development of tourism on the basis of reasonable specialization. At the same time, 28 EU regions have selected tourism as one of the priority activities in innovative development strategies. Another 44 regions are focused on various aspects of economic development, indirectly related to the tourism industry.

The purpose of the article is to determine the priorities of the development of the cross-border tourist market on the basis of smart specialization, determine the directions of joint actions of Ukraine and Poland on the development and promotion of new tourism products, substantiate the directions of effective use of the endogenous tourism potential of the cross-border region in the context of activation of European integration processes.

Presentation of the material. Smart specializations are areas of activity that are characterized by high development potential and are leading or likely to become such in the region. In general, two terms are used: "smart specialization

strategy" or "research and innovation strategies for smart specialization". They serve as integrated knowledge-based economic transformation programs, create competitive advantages, support innovation and stimulate investment and engage stakeholders.

Since the introduction of smart specialization principles, more than 120 national and regional programs have already been adopted in the EU and over € 67 billion have been allocated. For example, in Poland, there are over 16 regional Smart Strategies and one national, covering 20 priority areas.

The idea is not to spread EU funds evenly across the board, but after a thorough analysis, concentrate on a few narrow areas of regional development that can be strengthened by public or European funds and get better results accordingly.

For both Poland and Ukraine, the following positive aspects of the identification and implementation of Smart strategies can be identified:

- directing the public sector towards entrepreneurs by initiating a government-business-science dialogue;
- including not only players of national scale, but also local ones;
- stimulating business to innovative approaches within enterprises;
- achieving the goal of prioritizing development areas and rationalizing costs;
- active participation in the process of cluster representatives - the main drivers of change in the innovation economy.

In our approach to choosing Smart specialization, as we see it, it is advisable for Ukraine to use the approach of Podlaskie Voivodeship, which was very specific: combining the best potential of industries already exploited by economic operators (eg agriculture), opportunities that show significant growth in the last years, and the general need for diversification that can create new "growing" specializations.

The most common priorities in smart specialization are: energy, healthcare, culture and creative industries, services, leading manufacturing systems, tourism,

rural development, food, security and more. We believe, that tourism is one of the most promising areas of cooperation for Ukraine and Poland.

Increasing transparency of Ukrainian and EU borders in recent years has significantly intensified the development of the cross-border tourist market, which is one of the main areas of integration of social groups separated by international borders. As a result, the border regions of Ukraine have experienced a number of benefits and positive effects from the development of tourism activities. Among them: the implementation of joint infrastructure projects, strengthening regional identity with respect for neighbors, ensuring the marketing effectiveness of tourism products, increase of employment in this area.

Meanwhile, the development of cross-border tourism markets cannot be considered beyond the basic principles of EU development policy – smart, sustainable and inclusive growth. An unpromising approach in modern conditions is an approach to tourism development based solely on the use of cultural and natural resources. The European experience proves that it is important to consider tourism not as an area in the shadow of the industrial sector, but as an integral part of the regional innovation system and an element of knowledge economy development in the region. However, smart specialization, as an innovative decision-making system in the field of regional and structural policy, is still struggling to draw attention in Ukraine.

We see the potential of tourism development on the principles of smart specialization in:

- introduction of information and communication technologies (ICT) and digital media technologies to modernize the functioning of the tourism sector, improve the quality of tourist services;
- use of location data for the development of tourism programs, creation of geo-portals;
- intensification of scientific researches of functioning of tourist sphere, implementation of scientific developments in practical activity;

- creating clusters, developing local networks to include more local entrepreneurs;
- the use of energy efficient buildings and clean transport;
- the search for new entrepreneurial initiatives in the field of tourism that would attract and effectively utilize human (in particular, creative) potential;
- using tourism as a stimulus for the development of related sectors of the economy, in particular agriculture, ICT, renewable energy, construction, etc .;
- innovation in areas such as medical tourism, wellness tourism, sentimental tourism, etc.

In the last paragraph, let us dwell into more detail. Medical tourism is a fairly new concept that has emerged relatively recently and has become another consequence of globalization. First of all, it performs important social functions related to the treatment and prevention of diseases, as well as various activities aimed at public health. Medical tourism is in the structure of health tourism as a subspecies of medical tourism. It has a tremendous impact on the development of the region and the city, the so-called multiplier effect on all industries that ensure the tourist's vitality during his or her treatment at the clinic.

The smart specialization of medical tourism services requires:

- consultations of the doctor in a telephone and on-line mode;
- drawing up a treatment plan, estimation of its cost and terms before arrival to Ukraine;
- assistance in the processing of travel documents, hotel or apartment bookings;
- meeting at the airport;
- coordination of the stay program;
- organization of excursions and leisure during the visit to Ukraine;
- availability of English-speaking sites of medical institutions.

Foreigners' interest in treatment in Ukraine is confirmed by data from the Ukrainian Medical Tourism Association (UMTA): after the recession due to the outbreak of the war in Donbass, the number of inbound medical tourists is starting

to rise again. According to UMTA, 50 thousand foreign patients visited Ukraine last year. One of the most popular services among foreigners is dentistry. The largest deal of them go for dentures – 40 percent. Another 25 percent come for dental implants. In UMTA it is estimated that every foreigner, being treated in Ukraine, spends \$2,500. Thus, last year, Ukraine earned more than \$120 million in this area. (Uamt.org, 2019)

Despite the interest in Ukrainian medicine, medical tourists from abroad face problems in Ukraine. One is the language barrier. Another problem that scares medical tourists is security and political uncertainty.

In spite of present complications, the Ukrainian Medical Tourism Association expects medical inbound tourism in Ukraine to grow by 15 percent this year. However, this will not create competition for Polish medical tourism, since Polish dentists provide services to patients from Germany, Sweden or England, where prices are, respectively, more expensive than Polish ones. Polish immigrants, such as from the United States, are also treated at home. Today, medical services in Poland are sometimes several times cheaper than the US and several times cheaper than in Western Europe. Also, as demand for treatment in Ukraine among Poles appears, some businessmen in Poland offer their clients intermediation services.

Other areas of medical tourism in Poland include diagnostics and preventive examinations, as well as general and plastic surgery.

Speaking of Ukraine and Poland, each of these countries can host up to 30 million tourists a year, which is almost 2-3 times more than presently. The development of Ukrainian-Polish cooperation in this field is also facilitated by the presence of common potential.

The border region, tourist and historical cities of Ukraine and Poland are promising in terms of the formation of specialized thematic centers of sentimental (nostalgic) tourism: centers of pilgrimage and sacral tourism; castle tourism; tourism, aimed at historical heritage.

The participants of such trips are:

- people, involved into certain events duringt different time periods (evictions, formation of new states, etc.);
- children and relatives of people who are united by the historical past;
- people who want to know their roots and find relatives.

Each segment requires separate approaches to the organization of such a trip, resources, infrastructure. People who left their native land are usually middle-aged and elderly. They need a perfectly organized trip, well-developed infrastructure. The descendants of immigrants from a particular area who are actively interested in the ancestral land of origin visit the territory in an organized manner, and it is important for this group to create a comprehensive product that will allow young people not only to dive into the past that they have heard from older generations, but also to see the positive present, which they will spread the notice about after coming home.

The territory of Western Ukraine has great potential for the development of sentimental tourism due to its cultural heritage, especially the historical sites and centuries-old history of Polish dominion on these lands, but Ukraine's tourism infrastructure does not meet European standards and expectations of tourists. Studies show that immediate improvement is needed in sanitation. Poor quality of minor roads, especially those that lead to tourist sites, is also a factor hindering tourism development. Some tourists, especially those traveling individually, complain about limited access to Polish-speaking guides.

The Ukrainian side should also pay attention to culinary tourism, which is now gaining popularity in the West. It is very important to have several establishments with very good local cuisine and Polish-speaking staff, or menu in Polish at least.

It is necessary to take care of the Catholic cemeteries and chapels, where prominent figures are buried, as well as ordinary people whose graves can be searched by the family now residing in Poland due to resettlement. These types of objects are often not mentioned in the guides. There is a kind of tourism -

tanatotourism (tourism associated with cemeteries), the potential of which can also be harnessed.

It is necessary to mention genealogical tourism. Information about archives and other institutions, which may contain information about where the relatives lived or are buried, can be placed in centers or points of tourist information, if not directly at the location of tourist sites, at least in Lviv.

Conclusions. The conducted research shows that at the present stage of development of Ukraine and Poland in the context of intensification of the European integration processes the dialogue between the two sides has become more constructive. At the same time, the Polish side has a much higher potential for development of its own tourism market, considering access to EU financial resources directed to this sphere. Therefore, on the Ukrainian side (both the authorities and local governments, as well as the business sector) there is a much more difficult task: not to lose the opportunity to develop tourism along Ukrainian side of the border and join creation of joint tourism products.

In our opinion, the main directions of development of the cross-border tourist market on the basis of smart specialization should be: creation of a digital platform of the Ukrainian-Polish cross-border tourist market, conducting an active promotional campaign of tourism products of the Ukrainian-Polish cross-border tourist market, development of medical and sentimental (nostalgic) tourism .

In the context of decentralization and the desire for sustainable development of the regions, the importance of how tourism affects individual territorial communities and territories is increasing. In particular, forms of tourism that are more respectful of the environment, attract the wider population, create opportunities for the preservation and development of cultural heritage, distribute flows more evenly throughout the year are becoming more attractive.

The specific feature of the touristic and recreational sphere is that it combines more than 50 related fields: culture, art, science, education, sports, hospitality, medicine, trade, food, transport, communication, finance, folk crafts, entertainment, construction, etc. Hence, tourism is a kind of lever that balances the

development of regions, improves the quality of life in communities and promotes peace in the region.

Without exaggeration, Ukraine and Poland can become the focal point of exemplary cross-border tourism in the face of saviors of the European tradition and defenders of the Christian faith, humane values and tolerant countries that are really worth a visit.

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